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Filing date: **07/17/2007**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91170863
Party	Plaintiff Sexy Hair Concepts, LLC Sexy Hair Concepts, LLC ,
Correspondence Address	Roberta Jacobs-Meadway Ballard Spahr Andrews & Ingersoll, LLP 1735 Market Street, 51st Floor Philadelphia, PA 19103 UNITED STATES Jacobsmeadwayr@ballardspahr.com
Submission	Plaintiff's Notice of Reliance
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Signature	/Roberta Jacobs-Meadway/
Date	07/17/2007
Attachments	Notice of Reliance - Registration Opposition No. 91170863.PDF (4 pages) (246566 bytes)

TRADEMARKS - http://esta.uspto.gov/filing-type.jsp
By: Mary J. Berenthafer
DATE: July 17, 2007

BOX TTAB - NO FEE

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

SEXY HAIR CONCEPTS LLC,

Opposer,

v.

PERFECT PLUS, INC.

Applicant.

Opposition No. 91170863

NOTICE OF RELIANCE

Honorable Commissioner for Trademarks
2900 Crystal Drive
Arlington, VA 22202-3513

Dear Commissioner:

Commissioner:

Pursuant to T.B.M.P. §704.03(a) and 37 C.F.R. §2.122(d)(2), Opposer hereby gives notice that it intends to rely on the following evidence.

1. A Certified copy of the Certificate of Registration, with title and status, for the following U.S. Trademark Registration No.:

<u>Mark</u>	<u>Registration No.</u>
SEXY HAIR	2,403,396

Respectfully submitted,

Dated: July 17, 2007

By: Roberta Jacobs-Meadway
Roberta Jacobs-Meadway
BALLARD SPAHR ANDREWS & INGERSOLL, LLP
1735 Market Street - 51st Floor
Philadelphia, PA 19103
(215) 665-8500


ATTORNEYS FOR OPPOSER

CERTIFICATE OF SERVICE

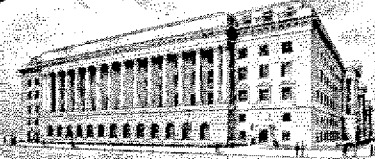
I hereby certify that the foregoing Opposer's Notice of Reliance was served today
on the following by electronic mail and first class mail, postage prepaid:

Richard H. Zaitlen, Esquire
Pillsbury Winthrop Shaw Pittman LLP
725 South Figueroa Street
Suite 2800
Los Angeles, CA 90017
rzaitlen@pillsburywinthrop.com

Date: July 17, 2007


By: Mary T. Boesenhofer

7073698



THE UNITED STATES OF AMERICA

TO ALL TO WHOM THESE PRESENTS SHALL COME:

UNITED STATES DEPARTMENT OF COMMERCE

United States Patent and Trademark Office

June 21, 2007

**THE ATTACHED U.S. TRADEMARK REGISTRATION 2,403,396 IS
CERTIFIED TO BE A TRUE COPY WHICH IS IN FULL FORCE AND
EFFECT WITH NOTATIONS OF ALL STATUTORY ACTIONS TAKEN
THEREON AS DISCLOSED BY THE RECORDS OF THE UNITED STATES
PATENT AND TRADEMARK OFFICE.**

REGISTERED FOR A TERM OF 10 YEARS FROM *November 14, 2000*

SECTION 8 & 15

SAID RECORDS SHOW TITLE TO BE IN:

SEXY HAIR CONCEPTS, LLC

A CALIFORNIA LIMITED LIABILITY COMPANY

By Authority of the

**Under Secretary of Commerce for Intellectual Property
and Director of the United States Patent and Trademark Office**

M. TARVER

Certifying Officer



Int. Cl.: 3

Prior U.S. Cls.: 1, 4, 6, 50, 51 and 52

United States Patent and Trademark Office

Reg. No. 2,403,396

Registered Nov. 14, 2000

**TRADEMARK
PRINCIPAL REGISTER**

SEXY HAIR

ECOLY INTERNATIONAL, INC. (CALIFORNIA CORPORATION)
9232 ETON AVENUE
CHATSWORTH, CA 91311

FOR: HAIR CARE PRODUCTS FOR MEN, WOMEN AND CHILDREN, NAMELY HAIR SHAMPOOS, HAIR CONDITIONERS, HAIR LOTIONS, HAIR CREMES, HAIR GELS, HAIR SPRAYS, HAIR COLOR, HAIR DYES, HAIR RINSES, HAIR MOUSSE, IN CLASS 3 (U.S. CLS. 1, 4, 6, 50, 51 AND 52).

FIRST USE 6-15-1998; IN COMMERCE 12-21-1998.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "HAIR", APART FROM THE MARK AS SHOWN.

SER. NO. 75-634,213, FILED 2-5-1999.

LYNN A. LUTHEY, EXAMINING ATTORNEY